

EVALUATION FOR: Online Merchant

FIG. 1a

How satisfied were you? Use a ten-point rating scale to rate your satisfaction with Online Merchant and this purchase as it applies to:

	How Satisfied Were You?										NA
	Not at all		A Little		Some-what		Quite a Bit		Highly		
	1	2	3	4	5	6	7	8	9	10	
<b>102</b> Ease of Ordering Consider: Convenience and speed of ordering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>104</b> Product Selection Given site focus: Breadth/depth of products offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>106</b> Product information Consider: Information quantity, quality & relevance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>108</b> Product Prices Consider: Prices relative to similar merchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>110</b> Web Site Navigation & Looks Consider: Layout, broken links/pictures/images & speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Shopping on the Web

What was the total dollar value of this purchase?  
(Include shipping & handling -- round to the nearest dollar)

US \$

How many items were included in this purchase? (do not include free items)

Total # Items

Of the items included in this purchase, what percentage were Gifts?

0%	1% - 25%	26% - 50%	51% - 75%	76% - 100%
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate what prompted you to make this visit to Online Merchant's web site?

Web	<input type="text" value="--Select--"/>
Print	<input type="text" value="--Select--"/>
TV	<input type="text" value="--Select--"/>
Radio	<input type="text" value="--Select--"/>
Alternative	<input type="text" value="--Select--"/>

If "Other,"  
please specify

Merchants often offer a wide array of online tools, features & offerings to optimize your shopping experience. Please help us identify which tools, features & offerings are most useful to you. Considering the purchase you have just made, please indicate the three most helpful/influential/inportant resources from the list below:  
(check up to 3)

- ☐ New Products Page - product purchased was featured on merchant's "New Products" page
- ☐ Best Sellers Page - product purchased was featured on merchant's "Best Sellers" page
- ☐ Featured Sale Item - product purchased was an advertised special on merchant's site
- ☐ Product Recommendation - product purchased was recommended by the merchant
- ☐ Product Search Tools - product purchased was located using merchant's product search tool/engine
- ☐ Gift Registry - product purchased was ordered using merchant's gift registry service
- ☐ Online Product Review - product purchased was described in an independent review on the merchant's site
- ☐ Discounted Shipping - product purchased qualified for a shipping discount offer from the merchant
- ☐ Online Coupon - product purchased qualified for an online coupon offer from the merchant
- ☐ Club Rewards Program - benefits associated with merchant's frequent buyer club or program
- ☐ Personalized Site Features - ability to save customized personal information & other saved site features
- ☐ Express Ordering - ability to process orders with very few page views or express one-click ordering

When do you expect all of the items you ordered to be delivered?

How many times over the last six months (180 days) have you made a purchase from Online Merchant's site?

Considering all of your online purchases for the type of product you have just purchased, what percentage of the time do you purchase these types of products from Online Merchant's web site? (consider the past six months (280 days) only)

1% - 25%	26% - 50%	51% - 75%	76% - 100%
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tells us how many times over the last six months (180 days) have you made a purchase anywhere online?

FIG. 1b

Which products did you just purchase from Online Merchant today? Please check all that apply.

**Apparel**

- ☐ Accessories, Jewelry  
☐ Clothes  
☐ Shoes

**Computer**

- ☐ Computer Hardware  
☐ Computer Software  
☐ Consumer Electronics

**Consumer Goods**

- ☐ Baby Supplies (excluding Clothes)  
☐ Health and Beauty  
☐ Prescription and Non-Prescription Drugs  
☐ Vitamins, Nutritional Supplements

**Entertainment**

- ☐ Books  
☐ Music  
☐ Videos

**Food & Wine**

- ☐ Chocolate, Candy  
☐ Coffee, Tea  
☐ Grocery  
☐ Wine, Spirits

**Gifts**

- ☐ Flowers  
☐ Greeting Cards  
☐ Novelty Items

**Home & Garden**

- ☐ Appliances  
☐ Furniture, Home Furnishings  
☐ Garden Supplies  
☐ Housewares  
☐ Pet Supplies

**Other**

- ☐ Automotive Parts, Accessories  
☐ Office Supplies  
☐ Sporting Goods  
☐ Tobacco products  
☐ Tools  
☐ Toys

Other (specify):

**Expectations of the Shopping Experience**

Before you made this purchase, you probably had some expectations regarding the overall shopping experience with Online Merchant. Taking into account the various components of an online purchase. Please indicate your expectation level on the ten-point scale below:

	Expectations										
	Very Low		Low		Med		High		Very High		
	1	2	3	4	5	6	7	8	9	10	
Expectations of This Online Purchase Consider: All the components of an online purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Shopping Components**

Independent of this merchant, how important is each of the following components when shopping online for the types of products you have just purchased?

**FIG. 1c**

## Shopping Components

FIG. 1d

	How Important Is This?										NA	
	Not at all		A Little		Some-what		Quite a Bit		Highly			
	1	2	3	4	5	6	7	8	9	10		
<b>Ease of Ordering</b> Consider: Convenience and speed of ordering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>Product Selection</b> Given site focus: Breadth/depth of products offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>Product information</b> Consider: Information quantity, quality & relevance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>Product Prices</b> Consider: Prices relative to similar merchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>Web Site Navigation &amp; Looks</b> Consider: Layout, broken links/pictures/images & speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>On-Time Delivery</b> Consider: Expected vs actual delivery date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>Product Representation</b> Consider: Product description/depiction vs what you get	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>Level &amp; Quality of Customer Support</b> Consider: Status updates and complaint/question handling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>Posted Product Policies</b> Consider: Online merchant's efforts to Inform you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<b>Product Shipping &amp; Handling</b> Consider: Appropriateness & condition of packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

### Tell Us About You

We respect your privacy. The information below will never be divulged in any personally identifiable way.

Sex:  
Male ☐ Female ☐

Age:

Occupation:

Your Education:

Annual Household income (US \$):

Your Education:

Connection Speed:

Home Zip/Postal Code:

Country of Residence:

If you have children or teens living at home, please check all age groups that apply.

- ☐ Children under age 2 present
- ☐ Age 2-5
- ☐ Age 6-11
- ☐ Age 12-17

FIG. 1e

Payment Products

Which payment product did you use to make this purchase from Online Merchant?

--Select-- ▼

For the following list of payment products in the box below, please indicate in column A which card(s) you own.

Among the payment products you use in the box below, please indicate in column B the three you prefer to use most when making online purchases.

(Answer up to three only for column B.)

(A) Payment Cards I Own	(B) Preferred Payment Products for Online Purchases
<input type="checkbox"/> American Express Green	Do not use for Internet purchases ▼
<input type="checkbox"/> American Express Gold	Do not use for Internet purchases ▼
<input type="checkbox"/> American Express Platinum	Do not use for Internet purchases ▼
<input type="checkbox"/> American Express Blue	Do not use for Internet purchases ▼
<input type="checkbox"/> American Express Student Card	Do not use for Internet purchases ▼
<input type="checkbox"/> American Express Senior Member Card	Do not use for Internet purchases ▼
<input type="checkbox"/> American Express Optima Card	Do not use for Internet purchases ▼
<input type="checkbox"/> American Express Optima Platinum Card	Do not use for Internet purchases ▼
<b>Carte Blanche or Diners</b>	
<input type="checkbox"/> Carte Blanche Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Diners Club Card	Do not use for Internet purchases ▼
<b>Discover</b>	
<input type="checkbox"/> Discover Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Discover Platinum Card	Do not use for Internet purchases ▼
<b>JCB</b>	
<input type="checkbox"/> JCB	Do not use for Internet purchases ▼
<b>MasterCard</b>	
<input type="checkbox"/> MasterCard Standard (not gold or platinum)	Do not use for Internet purchases ▼
<input type="checkbox"/> Gold MasterCard	Do not use for Internet purchases ▼

<input type="checkbox"/> Platinum MasterCard	Do not use for Internet purchases ▼
<input type="checkbox"/> Maestro	Do not use for Internet purchases ▼
<input type="checkbox"/> World MasterCard	Do not use for Internet purchases ▼
<input type="checkbox"/> Student MasterCard	Do not use for Internet purchases ▼
<input type="checkbox"/> MasterCard Debit Card	Do not use for Internet purchases ▼
<input type="checkbox"/> MasterCard BusinessCard	Do not use for Internet purchases ▼
<input type="checkbox"/> MasterCard Executive BusinessCard	Do not use for Internet purchases ▼
<input type="checkbox"/> MasterCard BusinessCard Debit Card	Do not use for Internet purchases ▼
<input type="checkbox"/> MasterCard Corporate Card	Do not use for Internet purchases ▼
<input type="checkbox"/> MasterCard Corporate Purchasing Card	Do not use for Internet purchases ▼
<b>Visa</b>	
<input type="checkbox"/> Visa Classic Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Gold Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Platinum Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Titanium Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Business Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Purchasing Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Corporate Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Corporate Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Corporate Card	Do not use for Internet purchases ▼
<input type="checkbox"/> Visa Cash Card	Do not use for Internet purchases ▼
<input type="checkbox"/> NextCard Visa	Do not use for Internet purchases ▼
<b>Other</b>	
Digital Gift Certificate	Do not use for Internet purchases ▼
Telephone Number/Bill	Do not use for Internet purchases ▼
Internet Service Provider	Do not use for Internet purchases ▼
e-Check	Do not use for Internet purchases ▼
Other	Do not use for Internet purchases ▼
<input type="checkbox"/> Don't own any payment cards	
<input type="checkbox"/> Don't have a preferred online card	

FIG. 1f

What is the main reason you selected the payment product you did in making the this transaction online?

If you use a payment product exclusively for online purchasing, what is your main reason? (if you don't use a payment product exclusively for online purchasing, please select the appropriate option.)

If you have ever had an online merchant refuse an order, what was the reason? (If you have never had an online merchant refuse an order, please select the appropriate option.)

BizRate.com will follow-up.

We will email you to find out if your order was delivered on time and if you were satisfied. In accordance with our privacy policy, we won't sell this information or give it to anyone without your consent.

Email Address  (Required)

Your Comments

Write a review of Online Merchant for the customer review section on BizRate.com. Help millions of shoppers learn what works, what doesn't work and what your overall experience with Online Merchant has been.

- ☐ Please forward my email address to Online Merchant so they can address my comments.
- ☐ You may use and release my review anonymously for other shoppers to see.
- ☐ Yes! Please tell me how I can save up to 25% on my online purchases!
- ☐ Yes! I'd like to join the BizRate.com Online Research Team and have a chance to win gifts and prizes for participating in Web-based research studies.

FIG. 1g

## 200 EVALUATION FOR: Online Merchant

Thank you for taking the time to provide online shoppers with valuable feedback about the delivery of your online purchase.

Fill out the following short survey and click submit for your chance to win \$5000.

Has your order been delivered?

--Select--

How satisfied are you with the product and Online Merchant's service?

Using the ten-point scale below, please tell us your satisfaction level for each of the following:

	How Satisfied Were You?										NA	
	Not at all		A Little		Some-what		Quite a Bit		Highly			
	1	2	3	4	5	6	7	8	9	10		
202 On-Time Delivery Consider: Expected vs. actual delivery date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
204 Product Representation Consider: Product description/depiction vs. what you got	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
206 Level & Quality of Customer Support Consider: Information quantity, quality & relevance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
208 Posted Privacy Policies Consider: Online merchant's efforts to inform you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
210 Product Shipping & Handling Consider: Appropriateness & condition of packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

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For this order only, did you contact Online Merchant's customer support for any reason (by phone or email)?

- ☐ Yes  
☐ No

FIG. 2a



Taking into account the many components of this online purchase, please indicate your overall satisfaction level with Online Merchant using the ten-point scale below:

	Satisfaction Level										NA	
	Not at all		A Little		Some-what		Quite a Bit		Highly			
	1	2	3	4	5	6	7	8	9	10		
Overall Shopping Experience <small>Consider: All components of this online purchase</small>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

The next time you buy such products, what is the likelihood that you will shop from Online Merchant again?

### Your Comments

Write a review of Online Merchant for the customer review section on BizRate.com. Help millions of shoppers learn what works, what doesn't work, and what your overall experience with Online Merchant has been.

☐ Please forward my e-mail address to Online Merchant so they can address my comments.

Comments about Bizrate.com

☐ You may use and release my review anonymously for other shoppers to see.

**Thank you for your time!**

You've just made the Internet a safer, better place to shop. Remember to always start at BizRate.com before you shop online!

Please click below to submit your survey.

**FIG. 2b**

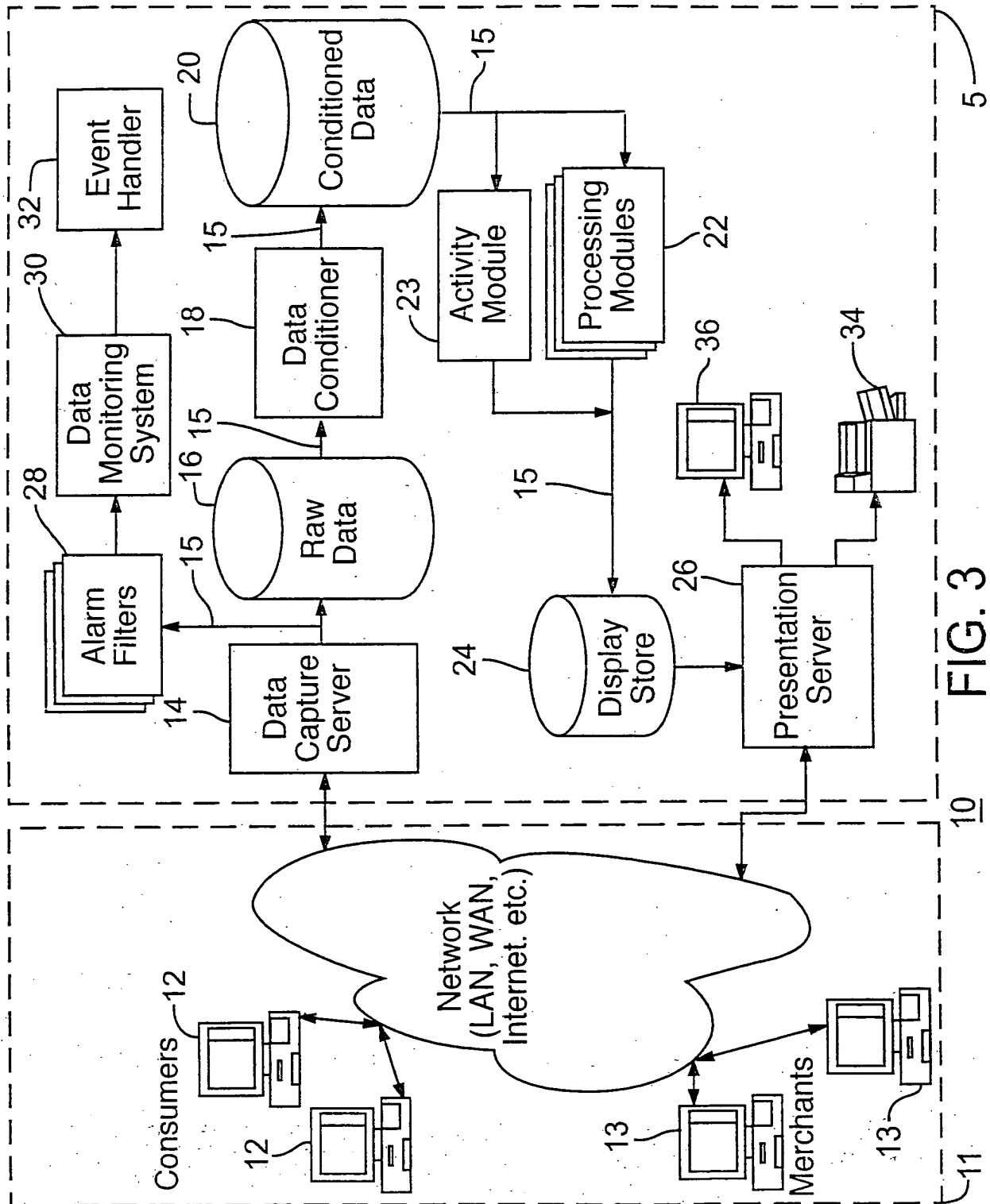


FIG. 3

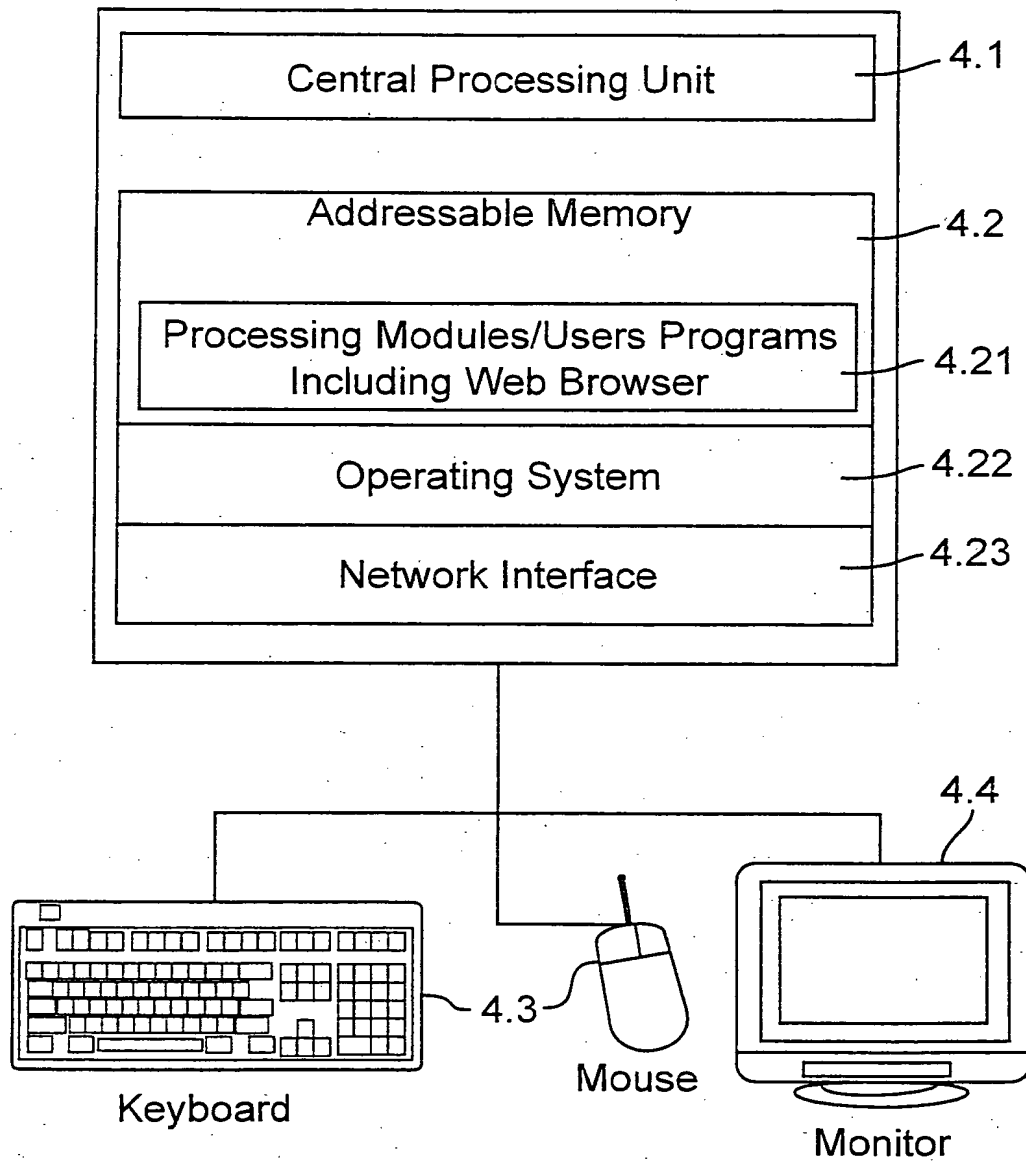


FIG. 4

BizRate.com Customer Analysis Report  
--Sample--

		Trends: Merchant Performance											
Merchant Attributes		Merchant Performance (On a scale from 1 to 10)											
		Mar-99	Apr-99	Mar-99	Jun-99	Jul-99	Aug-99	Sep-99	Oct-99	Nov-99	Dec-99	Jan-00	Feb-00
Point-of-Sale	Ease of Ordering	8.5	8.4	8.5	8.6								
	Product Selection	8.7	8.5	8.7	8.4								
	Product Information	8.2	8.0	8.0	8.1								
	Product Prices	7.8	8.0	8.0	8.2								
	Web Site Navigation & Looks	8.1	8.3	8.4	8.2								
Fulfillment	On-Time Delivery	8.1	8.2	8.2	7.9								
	Product Representation	8.7	8.9	8.9	8.6								
	Level & Quality of Customer Support	8.1	7.9	7.6	7.9								
	Posted Privacy Policies	8.2	8.3	8.2	8.5								
	Product Shipping & Handling	8.8	8.9	8.7	8.7								

FIG. 5a

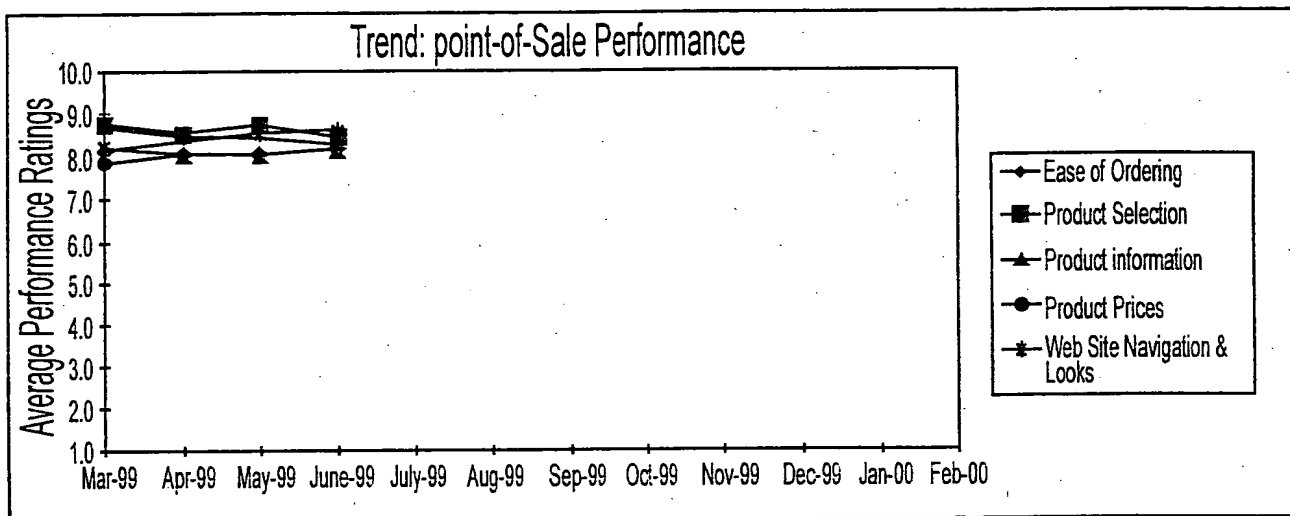
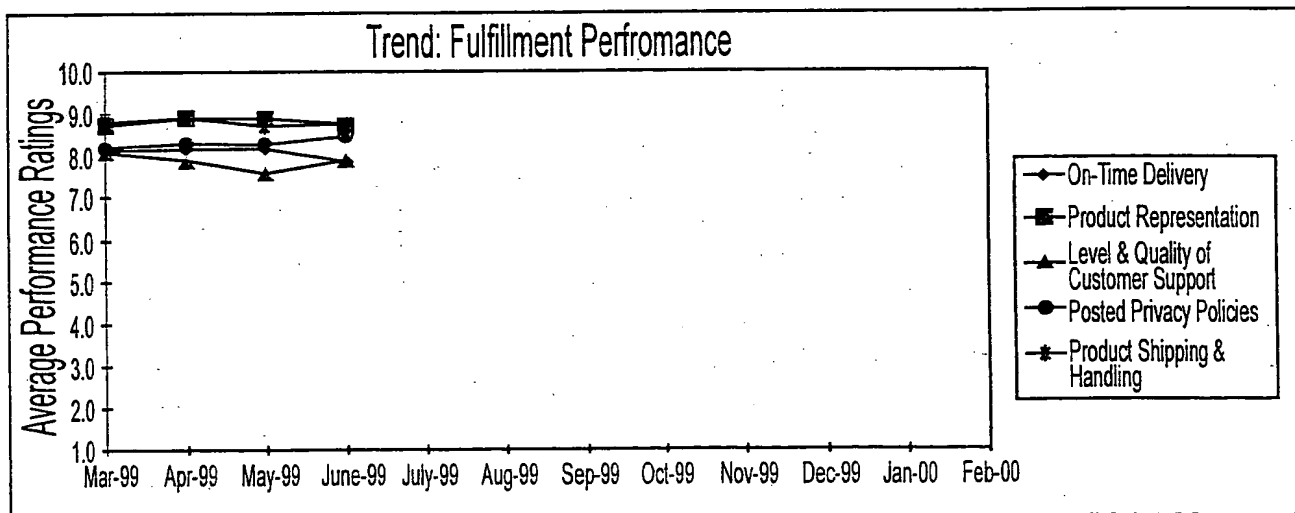


FIG. 5b



Trends: Merchant Performance

The graphs above show your organization's average performance ratings for the five Point-of-Sale and five Fulfillment merchant attributes. The graphs will enable your organization to closely monitor your performance trends.

FIG. 5c

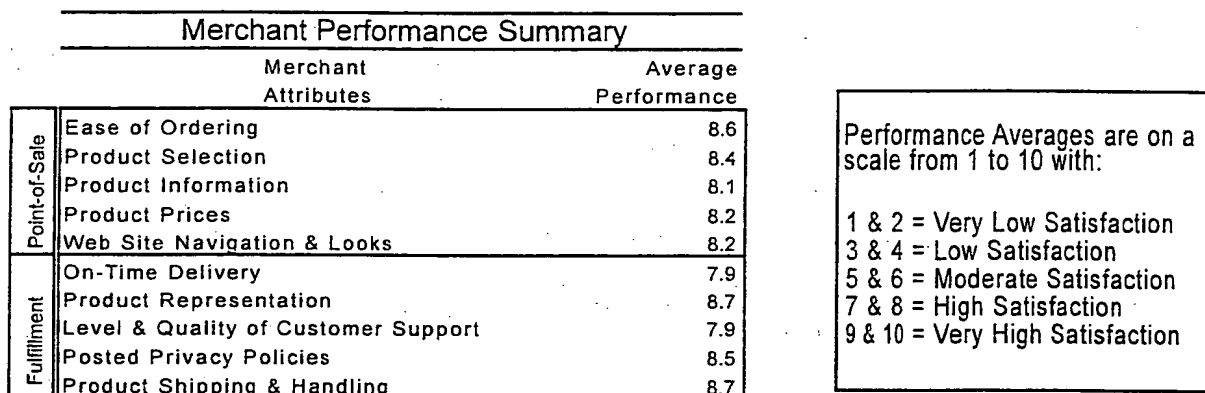
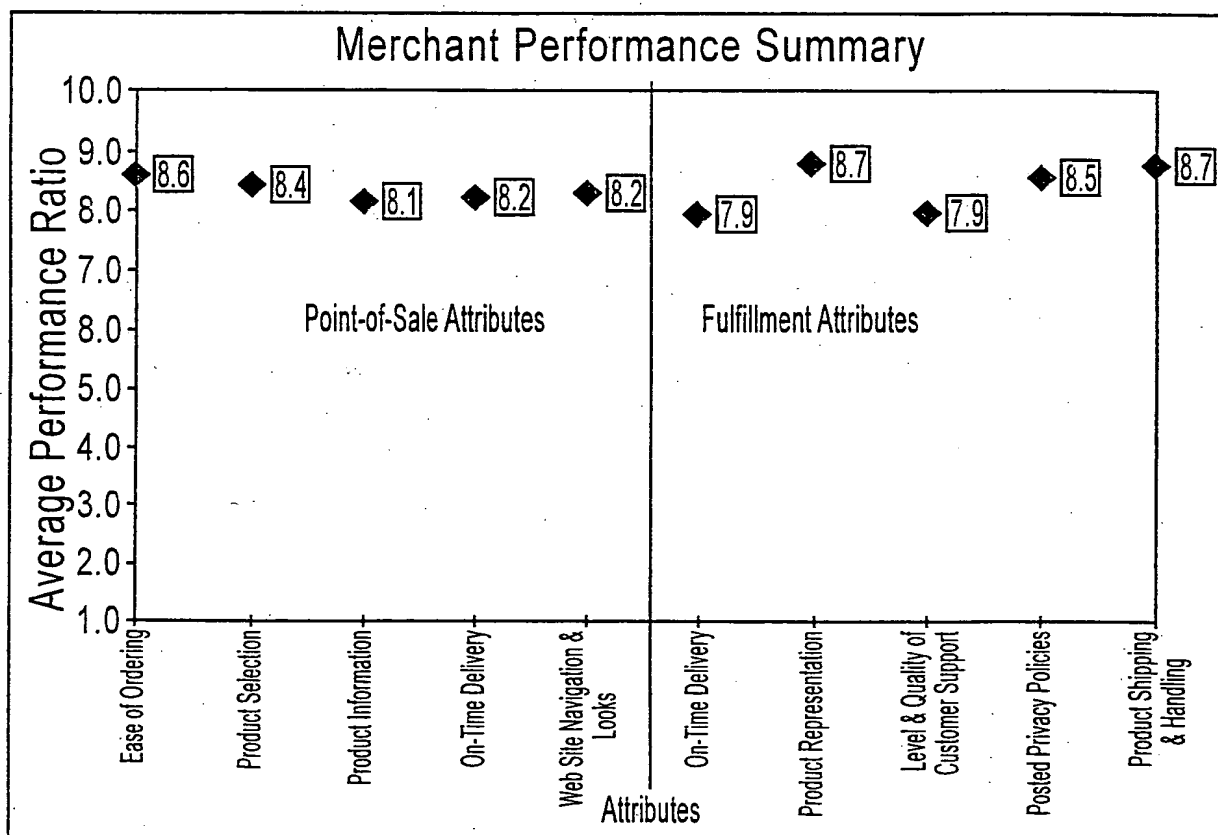


FIG. 5d



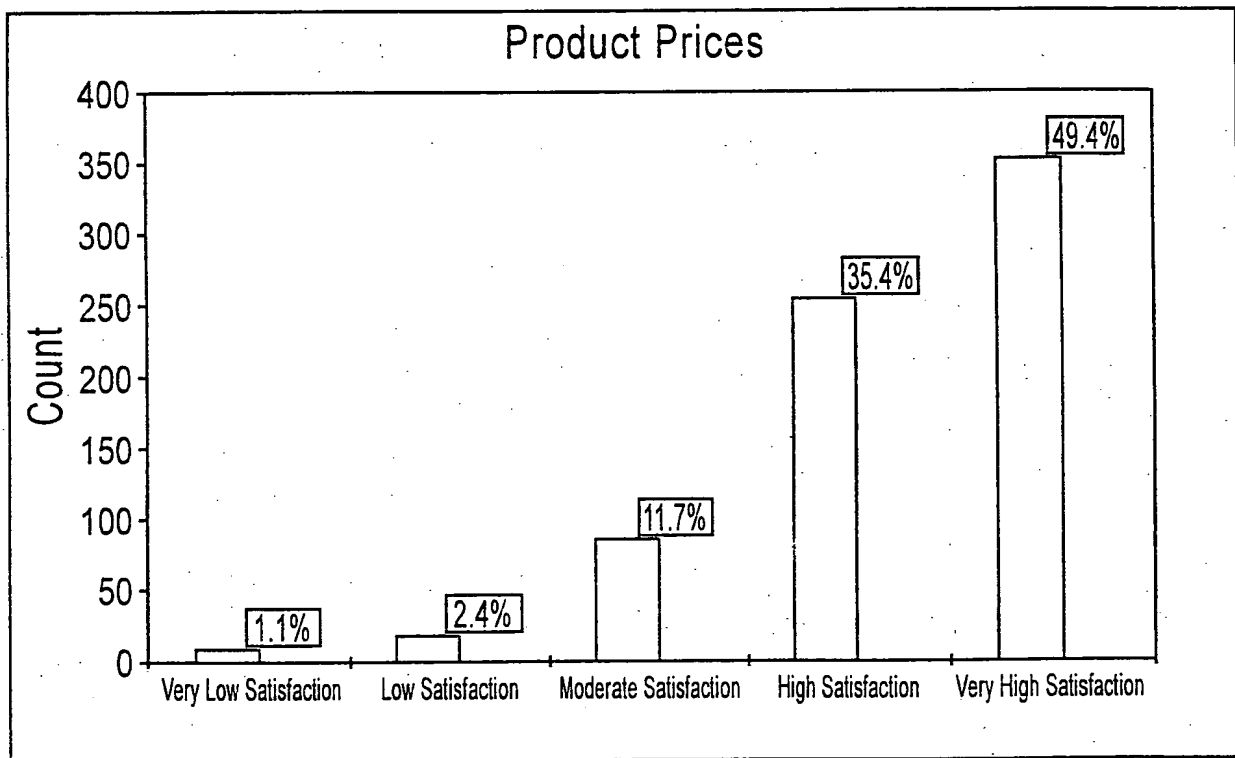
Merchant Performance Summary

Average performance ratings of the five Point-of-Sale and Five Fulfillment summarized above.

FIG. 5e

Performance			
Product Prices			
Response	Count	%	Cum %
Very Low Satisfaction	8	1.1%	1.1%
Low Satisfaction	17	2.4%	3.5%
Moderate Satisfaction	83	11.7%	15.2%
High Satisfaction	252	35.4%	50.6%
Very High Satisfaction	351	49.4%	100.0%
Responses	711	100.0%	100.0%
(BLANK)	25		
Total	738		

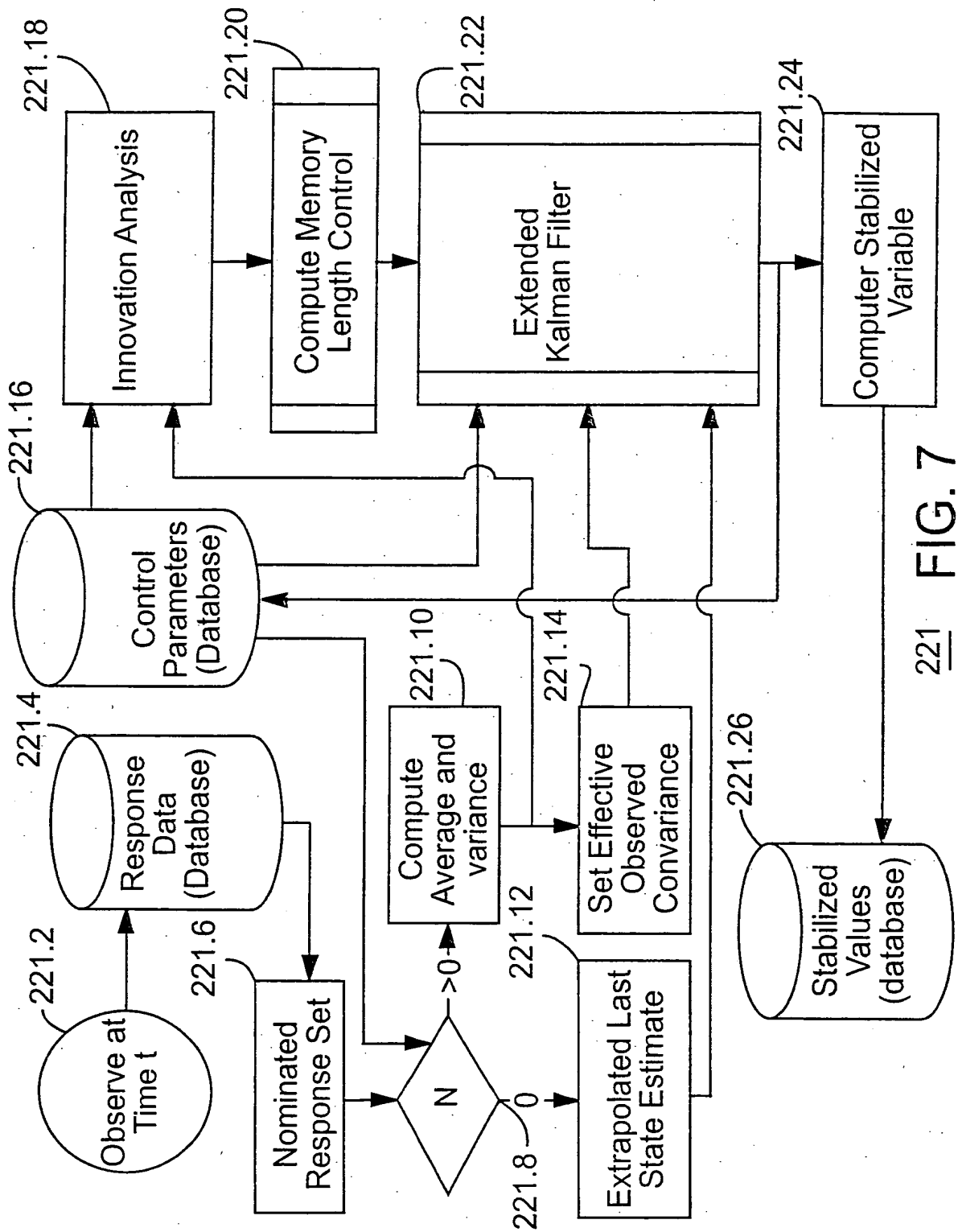
FIG. 6a



Product Prices

3.5% of respondents rate Product Prices as either 'Very Low' or 'Low' in Satisfaction.  
84.8% of respondents rate Product Prices as either 'High' or 'Very High' in Satisfaction.

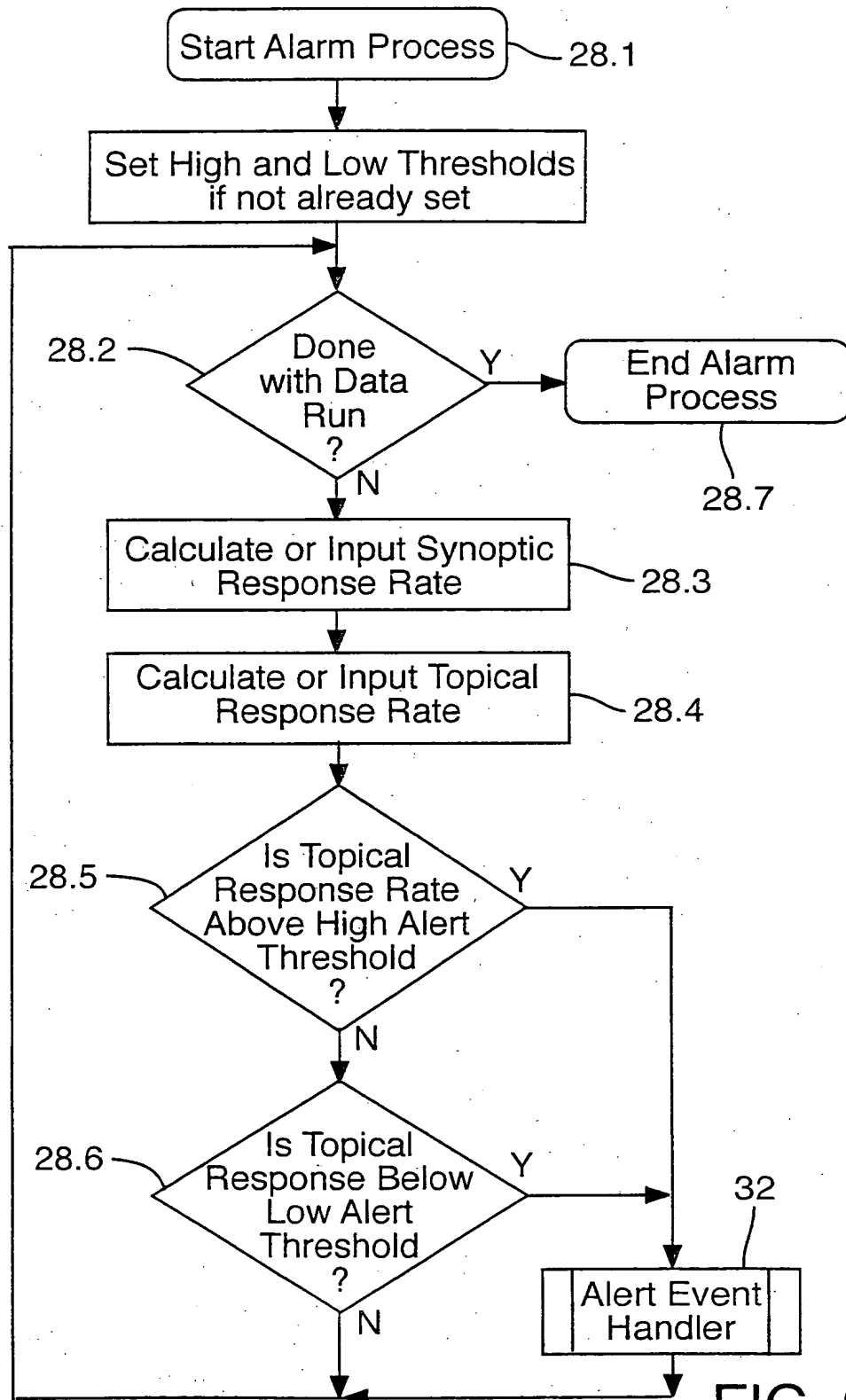
FIG. 6b



221 FIG. 7







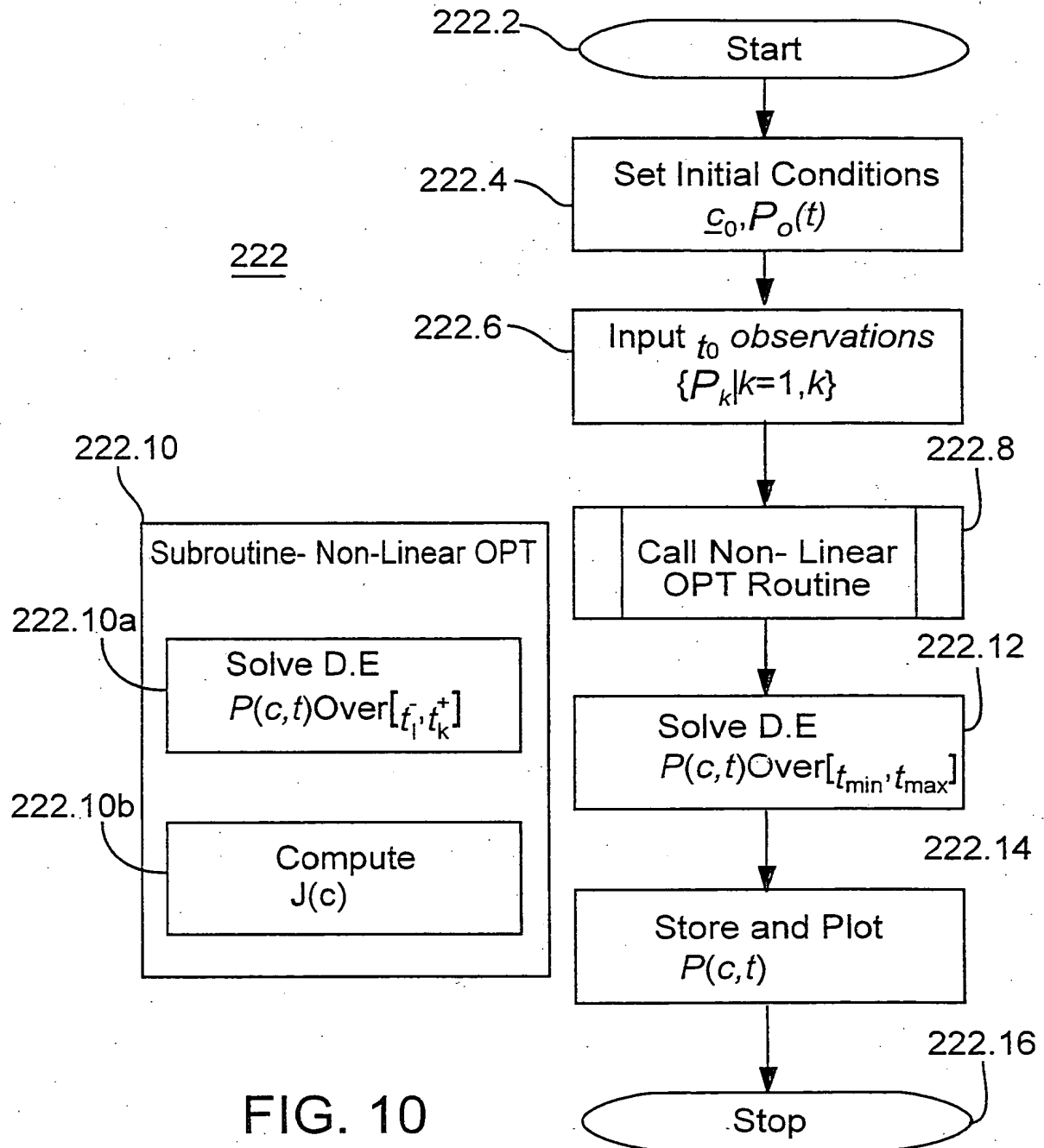


FIG. 10

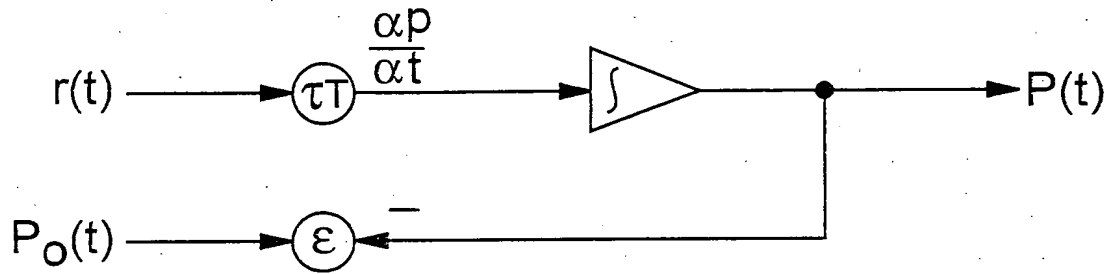


FIG. 11

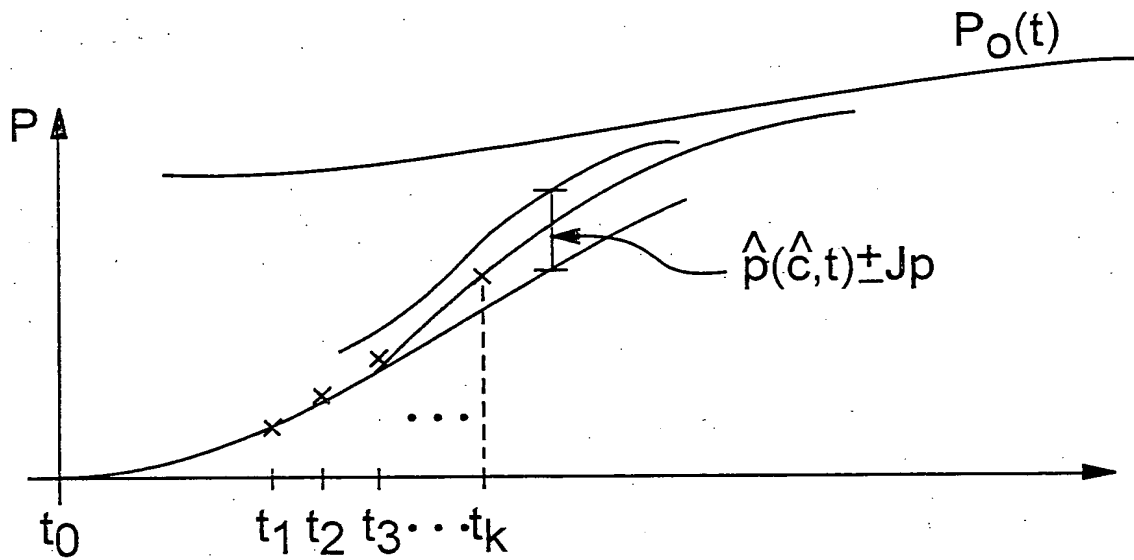


FIG. 12

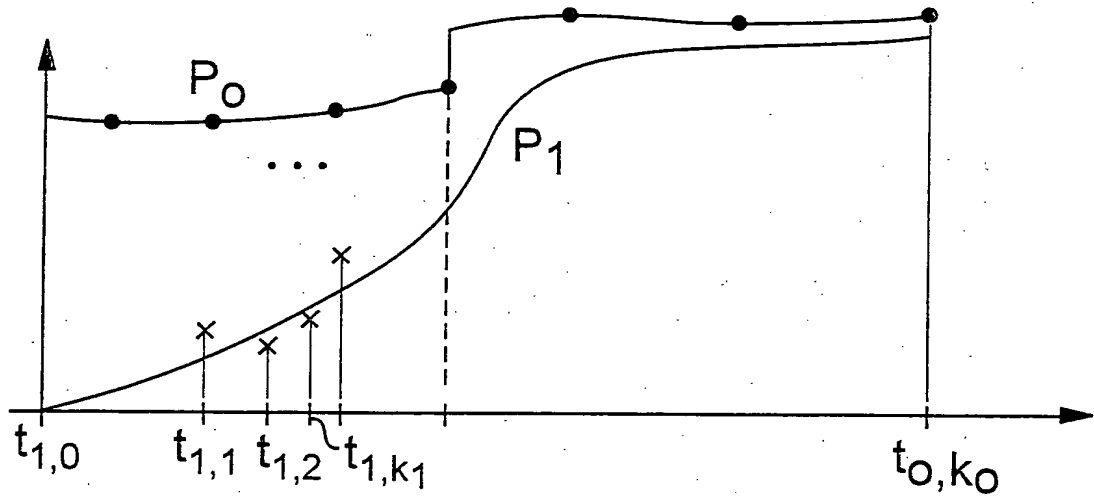


FIG. 13

1	$(P,t)_{1,0}$		$(P,t)_{1,1}$		$(P,t)_{1,2}$		...	$(P,t)_{1,k1}$	
0	$P_{0,0}$	$t_{0,0}$	$P_{0,1}$	$t_{0,1}$	$P_{0,2}$	$t_{0,2}$		$P_{0,k0}$	$t_{0,k0}$
1	0	$t_{1,0}$	$P_{1,1}$	$t_{1,1}$	$P_{1,2}$	$t_{1,2}$	...	$P_{1,k1}$	$t_{1,k1}$
2	0	$t_{2,0}$	$P_{2,1}$	$t_{2,1}$	$P_{2,2}$	$t_{2,2}$		$P_{2,k2}$	$t_{2,k2}$
...									
...									

FIG. 14

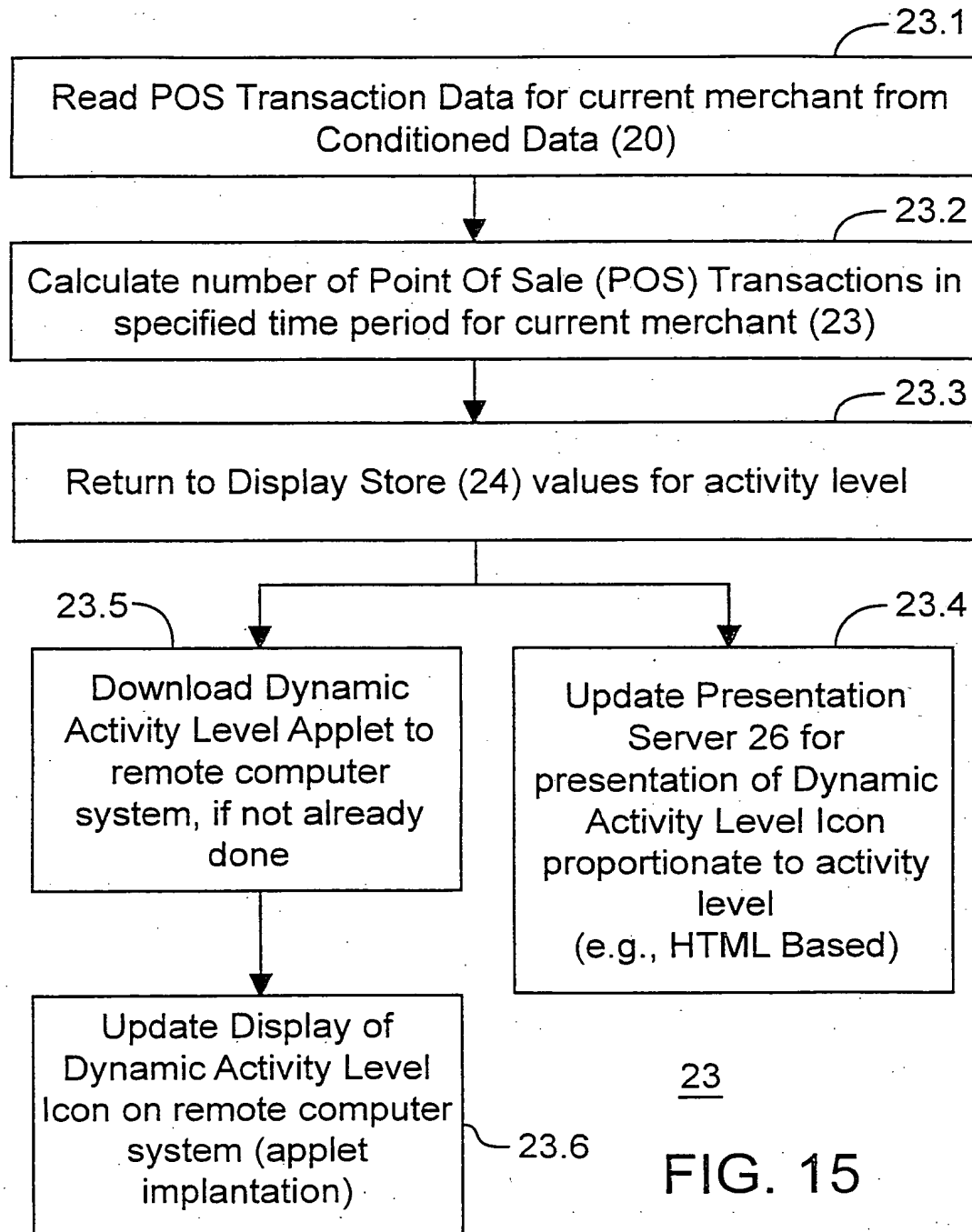
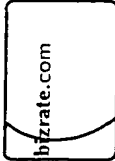




FIG. 15





home | [help](#)  
[Stores with Special Offer](#)  
[Join Now!](#) [Sign In](#)





Search  

Categories

▼

GO

Find A Store  

Enter store name

GO

Home > Computer Hardware & Software

## Smart Search: Searching for Computer Hardware & Software

Search by Manufacturer SKU #:  [SEARCH](#)

### Systems/Platforms:

[Desktop PCs](#)

[Macs](#)

[PC Notebooks](#)

[Mac Notebooks](#)

[PDAs](#)

### Multimedia:

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[Sound Cards](#)

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[Video Cards](#)

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[Tape Drives](#)

[Storage Cables](#)

[Storage Cabinets](#)

### Input Devices:

[Keyboards](#)

[Pointing Devices](#)

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### Accessories:

[Power Devices](#)

[Cables](#)

[Docking Stations](#)

[Misc. Accessories](#)

### Memory:

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[Video Memory](#)

[Cache Memory](#)

[Flash Memory](#)

[Read-only Memory](#)

### Networking/Communications:

[Modems](#)

[Concentrators](#)

[Repeaters](#)

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[Bridges/Routers](#)

[Network Adapters \(NIC\)](#)

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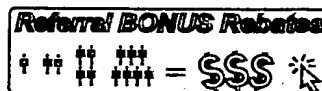
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FIG. 17

**bizrate.com**  
Search

Find A Store  
Enter store name



[home](#) | [help](#)  
Stores with Special Offer  
[Join Now!](#) [Sign In](#)

Home > Computer Hardware & Software > PDAs

Search Results

- 70 Stores  
- 4 Pages

[Refine Search Preferences](#)  
[Helpful Tips](#)

Sort Results By:

Overall Rating



Searching for PDAs: Refine Your Product Search

Manufacturer:

Keyword:   
(optional)

Rating	Store Name	Special Offers	Activity Level	OnTime	
☆☆☆☆☆	<a href="#">Outpost.com</a>	\$0\$ 3% rebate	●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Mercata, Inc.</a>	\$0\$ 5% rebate	●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">eCOST.com</a>		●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">PC Connection Online Superstore</a>	\$0\$ 3% rebate	●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Multiwave Direct</a>		●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">CDW Computer Centers</a>		●	97	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Computers4SURE.com</a>		●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">NECX Computer Marketspace</a>		●	97	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">IC-Direct</a>		●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">AVLogic</a>		●	97	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Solutions4sure.com</a>		●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Insight</a>		●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Neutron Inc.</a>		●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">CMPExpress.com</a>		●	98	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Combined Digital, Inc.</a>		●	97	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">MobilizedNow, Inc.</a>		●	99	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Ascent Technology Ltd</a>		●	96	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">buy.com</a>		●	97	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Egghead.com</a>		●	97	<input type="button" value="GO SHOP"/>
☆☆☆☆☆	<a href="#">Office Depot</a>		●	98	<input type="button" value="GO SHOP"/>

Top BizRater PDA:

Palm Vx - 8 MB  
3COM PALM IIIx 4 MB  
Palm V 2 MB - Palm OS 3.0  
Casio Cassiopeia E-105 32  
Palm IIIe - - RAM 2 MB  
HP JORNADA 430 16 MB  
PSION Series 5MX Palmtop 6 MB  
Palm VII - 2 MB -  
HP JORNADA 420 8 MB  
Compaq AERO 1530 16 ME

| 1 | 2 | 3 | 4 |

next >


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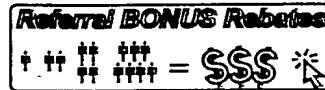
FIG. 18



 **bizrate.com**

Search  
Categories

Find A Store  
Enter store name



[home](#) | [help](#)

[Stores with Special Offer](#)

[Join Now!](#) [Sign In](#)

## About BizRate.com - Store Rankings

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- [Merchant Info](#)
- [Research Solutions](#)
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We rate e-business.

If you wanted to identify the best store from which to buy, how would you decide? You could visit one store after another. You could even stop in a few and browse around. But after all that, you've spent a lot of time and still may be undecided. In the end, the best way to decide would be to ask people who have brought at these stores before you. There is no substitute for experience – that is the foundation of our ratings at BizRate.com.

BizRate.com rates e-businesses in the best way possible – by asking tens of thousands of consumers to tell us about their actual shopping experiences each day. We accomplish this by inviting every purchasing customer at participating online stores to take part in a survey, immediately after buying, to give us feedback on their experience. We then follow up after the expected order delivery date to see if the delivery arrived on time and met expectations. To see a demonstration of how the surveys work, click here.

### What do you think of this online store?

Please take a moment to fill out our independent survey about your online shopping experience.  
You could win up to \$5,000 instantly.

**bizrate.com**  
We rate e-business.



The BizRate.com survey asks consumers to rate the performance of the online store from where they just made their purchase on the BizRate.com. Ten Dimensions of Service. This information is then compiled and appears in the online store's Performance Report.

BizRate.com Ten Dimensions of Service

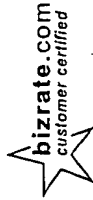
- Ease of Ordering - Convenience and speed of ordering
- Product Selection - Breadth and depth of products offered
- Product Information - Information quantity, quality & relevance
- Product Prices - Prices relative to similar online stores
- Web Site Navigation & Looks - Speed of site, quality of layout and the presence of broken links, pictures, or images
- On-Time Delivery - Expected versus actual delivery date
- Product Representation - Product description or depiction versus what was actually received
- Level & Quality of Customer Support - Status updates and Handling of complaint or question
- Posted Privacy Policies - Efforts to inform you of policies
- Product Shipping & Handling - Appropriateness & condition of packaging your delivery

FIG. 19a

In order to provide the most complete listing of online stores possible, we also include stores that don't participate in the BizRate.com program. This is how we distinguish among them.

### Customer Certified Ratings (gold stars)

Customer Certified online stores have performance ratings presented as gold stars. They have agreed to allow BizRate.com to continuously survey every customer who makes a purchase on their Web site.



### Member Ratings (silver stars)

Online stores with Member Rated online stores do not participate in the free BizRate.com Customer Certification Program and have ratings presented as silver stars. The evaluation of these online stores has been provided by members of BizRate.com's Online Research Panel of 100,000+ actual online buyers.

### In Process

In Process online stores are similar to Member Rated online stores in that they are not participating in BizRate.com's free Customer Certification Program and do not allow their customers to continuously and openly rate their performance. Performance ratings for these online stores are not available at this time. We are in the process of collecting evaluations of these stores from members of BizRate.com's Online Research Panel of 100,000+ actual online buyers.

We compile all the feedback we receive from consumers like you into an online store Performance Report for each e-business that we rate.

Contact us for more information about BizRate.com's products and services.

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FIG. 19b



**WELCOME COMPUTERS ELECTRONICS GAMES**

Guaranteed Secure Shopping

SEARCH  FIND IT

Order Status Help

Welcome to eCOST.com

**FREE FREIGHT** On Orders  
Above \$250

How to Order?  
 Why eCost.com  
 Customer Service

Catalog eZshop  
  
Enter catalog part number  
**FIND IT**

Financing  
Plan

apply now for  
Instant Approval  
Instant Rewards  
**0% APR**

**Our Categories**

Computers  
Notebooks  
Desktops  
Peripherals  
Software  
Accessories

Home Electronics  
DVD Playr  
Receivers  
TVs / VCRs  
Camcorders  
Other

**LCD PROJECTOR**  
\$2,588.99  
**Buy Now**

**ThinkPad**  
  
\$1,069.00  
**Buy Now**

**Millenium Edition**  
\$999.99  
**Buy Now**

**ENTER**  
No Stop Sign  
No Speed Limit

**Palm Organizer**  
**ENTER**

**Digital Camera**  
**ENTER**

**DVD PLAYER**  
**ENTER**

**Philips**  
**HDR312 30 HOUR TIVO**  
**PERSONAL RECORDER/**  
**RECEIVER**

\$699.00  
HDR312 30 HOUR  
PERSONAL TV  
RECEIVER/  
RECORDER  
POWERED BY TIVO  
**Buy Now**

**Palm Computing**  
**Palm V Organizer**

\$255.99  
Organizer w/ 2MB  
RAM, Smaller size,  
lighter weight, ultra  
thin; State of the  
Art Industrial  
Design  
**Buy Now**

**Toshiba**  
**SD-1200 DVD PLAYER**

\$214.00  
SD-1200 DVD  
PLAYER with  
colorstream  
component video  
outputs and coupon  
for 5 free DVDs  
**Buy Now**

**3Com**  
**HomeConnect USB PC Digital**  
**Camera**

\$113.79  
You get video  
conferencing, video  
e-mail, and video  
snapshots in a  
quality USB camera  
**Buy Now**

**Top Sellers**

**Palm V Organizer**  
\$255.99  
**XV-511BK DVD PLAYER**  
**W/COUPON FOR 5 FREE**  
**DVDs**  
\$219.99  
**HDR312 30 HOUR TIVO**  
**PERSONAL RECORDER/**  
**RECEIVER**  
\$699.00  
**ThinkPad 240**  
\$1,069.00

Home

Help

Shopping Cart

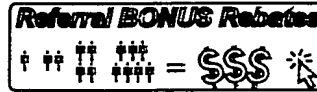
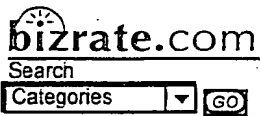
My Account

Why eCost.com

Terms of Service

Contact eCOST.com

FIG. 20



Find A Store  
Enter store name

[home](#) | [help](#)  
[Stores with Special Offer](#)  
[Join Now!](#) [Sign In](#)

### Refer a Friend - Earn bonus Rebates

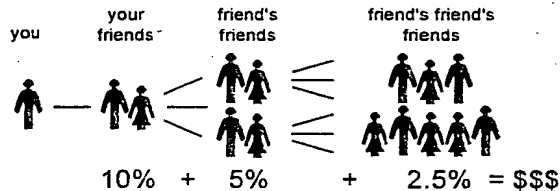
- [About Rebates](#)
- [See Special Offers](#)
- [BizRater Account Info](#)
- [Edit Account Info](#)
- [Search Preference](#)
- [Refer a Friend](#)
- [Shopping Email](#)
- [Legal](#)
- [Help & FAQs](#)

Grow the BizRate.com Community  
and grow your BizRater Rebates!

Act Now! Deadline to refer new members is March 31, 2000.

As a member, when your friends join BizRate.com and tell us that you referred them, we'll pay you a 10% bonus rebate based on the rebates they earn. And, when your friends refer their other friends who join you'll earn a 5% bonus on their rebates too! Finally, when your friend's friends refer other friends who join, you'll even get an additional bonus of 2.5% on those rebates. (Details)

**JOIN NOW!**



Best of all, these bonus rebates never come out of your friend's pocket. It's your reward from BizRate.com—our way of thanking you for helping the BizRate.com Community to grow.

Simply copy and paste the text below into your email program and personalize a message for your friends. Then, send to as many friends as you like.

I found this new site that's perfect for people who shop online. Go to BizRate.com. You can find the best stores that sell whatever you're looking for, and they even give you rebates at many of our favorite stores.

Here's the address:  
<http://www.bizrate.com/reg/signup.xpml?referrer=>  
Go there and sign up (it's free!), and they'll give up to 25% cash back when you buy something online. For helping to get more people to join the BizRate.com community, BizRate.com gives out bonus rebates. So once you sign up, you can tell others and get the same deal. It's like getting free money!

FIG. 21

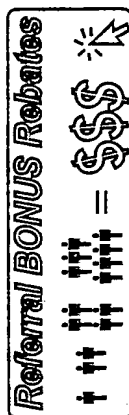
Remind your friends to visit the URL in the email you send or to copy and paste the URI into their browsers. That way you'll get credit for the referral.

Once they join, you'll get bonus rebates based on a percentage of the rebates they earn.

Bonus Rebates are available through March 31, 2000.



[home](#) | [help](#)  
[Stores with Special Offer](#)  
[Join Now!](#) [Sign In](#)



Find A Store

**bizrate.com**  
Search

## Stores with Special Offers

- [About Rebates](#)
- [See Special Offers](#)
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- [Search Preference](#)
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**JOIN NOW!**

pick a category . . .  
or view our [complete list of Stores with Special Offers](#).

**[Apparel & Accessories](#)**  
up to 15% back - [view stores](#)

**[Computers & Software](#)**  
up to 10% back - [view stores](#)

**[Consumer Electronics](#)**  
up to 8% back - [view stores](#)

**[Entertainment](#)**  
up to 10% back - [view stores](#)

**[Food & Drink](#)**  
up to 30% back - [view stores](#)

**[Gifts & Flowers](#)**  
up to 30% back - [view stores](#)

**[Health & Beauty](#)**  
up to 20% back - [view stores](#)

**[Home & Garden](#)**  
up to 30% back - [view stores](#)

**[Leisure & Hobby](#)**  
up to 15% back - [view stores](#)

**[Office Supplies](#)**  
up to 10% back - [view stores](#)

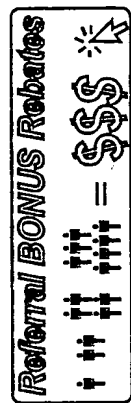
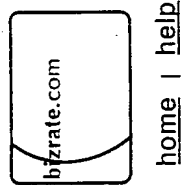
**[Sporting Goods](#)**  
up to 10% back - [view stores](#)

**[Toys & Games](#)**  
up to 10% back - [view stores](#)

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FIG. 22



## Sign up for your FREE BizRater Account!

To become a BizRater and start earning cash back when you buy online, select a username. This will become your BizRater Shopping Email Address. (Currently, our rebate program is only to residents of the United States and Canada.)

» = required

username: »

(min. 3 char. - no spaces)

password: »

(min. 6 char. - no spaces)

re-enter password: »

your email: »

**SUBMIT**

By submitting this information you agree to  
BizRate.com's terms and conditions.

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FIG. 23



Getting  
Rebates  
Is Easy

1. Always start your shopping at BizRate.com.

2. Look for stores that offer a rebate, then click through from BizRate.com.

3. Use your BizRater Shopping Email Address during checkout.